

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



2.57

c-1937



# PRICE LIST

# F. W. ROCHELLE & SONS

## RE-ROOTED VEGETABLE PLANTS

### OUR SPECIALTIES

Our great specialties are re-rooted, field-grown Cauliflower, Cabbage, Brussels Sprouts, Celery, Broccoli and Tomato Plants.

We grow them by the million.

We raise our Cauliflower, Cabbage, Sprout and Broccoli Plants every year on new ground.

Our plants are raised from the best seed, sown thin in rows and hoed like onions.

They are given an average of more than 6 square inches of space each over the whole field. Extra stocky. Dug with forks (not pulled), so that each plant has a good big root system. Shipped carefully packed in damp moss.

We will sell plants, if anyone wants to buy them that way, by the square foot, figuring an average of six square inches for each plant.

We grow Cauliflower and Cabbage ourselves for market, so we know exactly what each strain of seed will produce, and which are the heaviest yielding strains.

We have tested strains of cabbage seed for 25 years and buy the best strains that can be bought, regardless of price.

We buy all of our Cauliflower, Cabbage and Brussels Sprout seed from the Danish Originator of Golden Acre and Copenhagen Market Cabbage seed and Super Snowball Cauliflower seed.

We have bought cauliflower and cabbage seed from this grower for over 20 years.

### SAFE DELIVERY

We guarantee safe delivery of all plants and if any should be spoiled, we will replace them.

We try to have all plants carefully sorted and full count of good plants given. (If there is ever a shortage, it is from the dishonesty of some counter.) We will make the shortage good if notified.

We use the best package that we can buy to ship the plants, and ship only fresh-dug plants, with roots in damp moss.

We try to give every customer plants that will raise a full crop and no failure.

## CAULIFLOWER PLANTS

Ready May 20th

- SUPER SNOWBALL
- EARLIEST CATSKILL MOUNTAIN SNOWBALL
- EARLY LONG ISLAND SNOWBALL
- EXTRA EARLY ERFURT

We make a great specialty of Cauliflower Plants, buying the highest priced seed only, sowing every 3 or 4 days from March 25th to near the first of July, having a large supply of fresh plants always on hand.

We ship only fresh plants.

We have, we think, the largest sale of Cauliflower plants in the United States.

We received, one year, orders for 550,000 Cauliflower plants in one day, from members of the Long Island Cauliflower Association, or their neighbors.

We have sold out, about August 1st, all the cauliflower plants we had, four separate years, to members of the Association, or their neighbors.

We have sold 190,000 plants in one year to one member of the Association.

We have a very large trade among large cauliflower growers, all over the East, who make a specialty of the crop.

We could only have this trade by supplying the highest grade of plants from the best seed.

Cauliflower is an expensive crop to grow and large growers will not risk their crop on any but the highest quality of plants from the best strains of seed.

The general reasons why we have this very large trade are:

1—Because we buy and sow the highest quality of seed only.  
We never sow an ounce of seed but the best.

2—We have had thirty-five years' experience and we know how to raise the finest grade of plants that can be grown.

3—We are located in a grain and dairy section and not in a trucking section, so we do not have the pests and diseases that are often prevalent in a trucking section.

We have never seen a cabbage maggot.

4—To keep our Cauliflower, Cabbage and Sprout plants free from disease we have moved our plant fields 22 times in 35 years to NEW tracts of land.

We have never seen a Cauliflower, Cabbage, Sprout or Broccoli plant that had club-root.

5—We are located in the New Jersey Highlands, a cool situation, very favorable to Cauliflower plants, and on soil having naturally enough lime in it to make it neutral or slightly alkaline, which grows the most healthy Cauliflower and Cabbage Plants.

6—When you buy our plants you get not only pedigreed plants, but CLEAN plants.

You do not get cabbage maggots and other cabbage pests to infest your land because there are no such things in this part of the country.

Neither do you get club-root, as our soil has sufficient lime to make it neutral and we grow plants on new grain land each year.

F. W. Rochelle & Sons, Sutton, Mass., \_\_\_\_\_.

Dear Sirs:

Your letter of January 21st in regard to Seeds and Plants was received.

I note what you say in regard to quality, viz—"Which we believe is the best strain in existence."

I am not going to dispute your claim, for I have tried your plants for two seasons with remarkable success.

A representative of one of the largest seed houses in the State inspected my cauliflowers last fall, saw some matured plants which I had received from you, growing side by side with plants grown from seed—the best that I could buy—and he readily admitted the superiority of yours over all others.

I understand that firm wrote you and tried to buy seed from you, but was refused. For which I am duly thankful.

I am planning to raise five acres of cauliflowers the coming season and will order from you at least 5,000 plants, probably more, also seed.

I would like the first 5,000 plants that you produce.

I find that the sale of cauliflowers begins earlier each year.

Yours truly, \_\_\_\_\_.

Bovina, New York.

"The 5,000 cauliflower plants I ordered from you last season were fine."

Andes, New York.

"The cauliflower plants we got from you last year were fine. Hardly lost a plant."

Union Grove, New York.

"The cauliflower plants you sent me did well and produced fine heads."

Handen, New York.

"The cauliflower plants which I had from you last season were very satisfactory."

Halcott Center, New York.

"I guess you have received a number of orders from my recommending your plants. I gave your lists to people who wanted plants."

\_\_\_\_\_ Farm

HOTBED VEGETABLES

\_\_\_\_\_, Owner

Member Norfolk Hotbed Growers Association

\_\_\_\_\_, Virginia, \_\_\_\_\_.

Messrs. F. W. Rochelle & Sons, Chester, N. J.

Gentlemen:

I wish to say that the six thousand Snowball Cauliflower Plants I purchased from you last fall were the finest I have ever seen.

I was given credit for having the finest Cauliflower in the two counties (Norfolk and Princess Anne, the two greatest trucking counties in the United States) and I want to place my order for 16,000 for delivery between August 20th and 25th as I want to be sure of getting your plants again.

I want to be sure to get the same variety and re-rooted plants as you shipped me last August, as they were splendid.

Let me know if you require a deposit and I will mail you check and will write you later exact mailing date.

Yours very truly, \_\_\_\_\_.



Hobart, New York.  
"The cauliflower plants bought from you yielded second to none in this neighborhood."

South Kortright, New York.  
"The cauliflower plants I got from you last year were the best around here."  
"I had the best crop around here—great, big ones."

Bovina, New York.  
"I will want 10,000 Catskill Cauliflower plants around May 25th."  
"The plants arrived in fine condition last year."  
"They grew the best and were the nicest plants I had in my field."

Windham, New York.  
"I want to set 8,000 or 10,000 Cauliflower plants by May 10th or 12th."  
"Shall also want a large quantity the first of June."  
"Your plants were extra nice last year."

Delhi, New York.  
"The other Cauliflower plants I got from you are fine."

Shavertown, New York.  
"The Cauliflower plants that I bought from you last spring did fine."

Plainfield, Vt.  
"Have planted your Cauliflower plants for three years now and have had the best Cauliflower in my town."

Johnstown, Pa.  
"The Cauliflower plants last year made fine heads. I had one dealer tell some other men that that was the finest cauliflower he ever saw."

Topsham, Maine.  
"Please send me 1,000 cauliflower plants. You certainly send good plants. Last year I bought 500 cauliflower plants from another place. I got 10 heads out of the 500, but the 500 plants I got from you I lost but 3, and every plant had a good head."

Maytown, Pa.  
"I got Cauliflower plants from you last year and every one headed."  
"The plants of many growers around here did not head."  
"Mine were fine."

Derry Village, N. H.  
"Regardless of season or conditions, I always got a wonderful return for the money invested in your cauliflower plants."

Clark's Summit, Pa.  
"The Cauliflower we got from you last year was the best we ever had."

Wilton, N. H.  
"We had the finest and largest Cauliflower from you last year. Every one remarked about them. Sold them very quickly."

"We are anxious to put in some early Cauliflower plants, also to purchase some of your seed. Will you kindly send price list."  
Northboro, Mass.

West Ossipee, N. H.  
"Last year was the first time I ever tried cauliflower. I put up a sign and took it down in 24 hours. A man came at 9:30 at night for 3 heads, said he would carry them in from the field. He took two and said I would have to take the other. You could not have put any one of them in a water pail—just on manure. He said he never saw anything like it before—it must have been the plants—as it is not me. I came here from Boston six years ago. I am no farmer."  
"Send me 3,500 cabbage plants—I will leave it to you what to send—I want a hard winter cabbage."

Conyngham, Pa.  
"Cauliflower plants received last year. Had a fine crop."

Danville, Pa.  
"Last year my cauliflower headed up grand."

Port Jervis, New York.  
"I purchased several thousand cabbage and cauliflower plants from you last year and I must say they were the best ever."

Merrimack, N. H.  
"Your Cauliflower plants were good last year. Am sending a double order this year."

Suncook, N. H.  
"I bought cauliflower plants from you two years ago when I was at Concord, Mass., and they were very satisfactory."

Waterford, Pa.  
"We received our cauliflower plants last year and they were excellent and did fine."

Rouseville, Pa.  
"Several years ago I ordered cauliflower plants from you. They did fine."

Waterbury, Conn.  
"Please send us as soon as you can 1,000 Snowball Cauliflower plants, the same as we had last year."  
Bros.

Maytown, Pa.  
"The cauliflower I got from you last season headed up fine. None as nice put on the market in Marietta."

"Got a good crop of Cauliflower."  
"Very satisfactory."  
Concord, Mass.

"Was more than pleased with cauliflower plants sent last year. They were O. K."  
Framingham, Mass.

"Those cauliflower and celery plants I got from you last year were fine."  
Danville, Pa.

"I sent to you for plants two years ago. I had such nice cabbage and cauliflowers that I don't want to send to anyone else."  
Lancaster, N. H.

"Please send me 1,000 re-rooted Snowball Cauliflower Plants."  
"I was much pleased with the plants sent me in former years."  
Drums, Pa.

"Celery and Cauliflower Plants came O. K. They were very fine stuff."  
Bethlehem, Pa.

"Those plants (Cauliflower) came through in first-class shape."  
"It is a pleasure to get plants like them."  
Franklin, Pa.

"I would like to know if you have any more Cauliflower plants the same as Mr. \_\_\_\_\_ bought from you last week."  
Clark's Summit, Pa.

"The cauliflower plants arrived in splendid condition."—B. & W., South Chelmsford, Mass.

"We received our Cauliflower plants last year and they did fine."  
Waterford, Pa.

"The Cauliflower I got from you this Spring proved A1."  
"I took the First Prize in Cauliflower, and two prizes with the Copenhagen Market Cabbage at Northern Maine Fair, Aroostook County."  
"There were 13 entries for Cauliflower and 10 entries for the Cabbage."  
"They were re-rooted plants and there was not one plant that did not head."—H. B. Hughes, Mapleton, Maine.

"Your cabbage and cauliflower were No. 1."  
"I thank you very much for prompt delivery."  
"Please send me by return post 1,000 Re-rooted Cauliflower plants."  
J. H. D., Plattsburgh, N. Y.

"Had cauliflower plants of you four years ago, and had very fine, large heads of cauliflower."  
Colliersville, N. Y.

"Your cauliflower plants did fine with me last year."  
Delevan, New York.

"Please find \$5.00 for Early Snowball Cauliflower plants. Mr. \_\_\_\_\_ has just received some (20,000) very fine plants from you."  
Portsmouth, R. I.

"Last year's cauliflower plants were A1."  
Paksumpsie, Vt.

"Your plants are the best ever."  
"Please send 4,000 more of your Super Snowball Cauliflower plants."  
Milford, Mass.

We sold 40,000 cauliflower plants last year to one of our customers in the Catskill Mountain section. In the fall he wrote us: "I have sent 200 crates of cauliflower to New York today and 192 crates yesterday."

CAULIFLOWER PLANTS  
READY MAY 20th—FIELD GROWN

SUPER SNOWBALL  
EARLIEST CATSKILL MOUNTAIN SNOWBALL  
EARLY LONG ISLAND SNOWBALL  
EXTRA EARLY ERFURT  
New Beds Every 3 or 4 Days.

1,000	\$4.00	300	\$2.00
5,000	18.00	200	1.50
500	2.25	100	1.00

LONG ISLAND IMPROVED BRUSSELS SPROUTS

Ready May 20th to August 10th

Per 1,000	\$2.50
500	1.50
200 or less	1.00

TOMATO PLANTS—Field Grown  
Ready June 1st

BREAK O' DAY, MARGLOBE, BONNY BEST, CHALK'S JEWEL, NEW STONE, PRITCHARD, MATCHLESS, GREATER BALTIMORE.

Per 1,000	\$3.00	Per 300	\$1.50
Per 500	1.75	Per 100	1.00



## Field-grown CABBAGE PLANTS

6,000,000 Cabbage Plants. Raised on new ground. Sown thin in rows.

Field Grown—Ready May 20th to October 1st.

Hoed like onions. Dug with forks. Shipped in ventilated packages with roots in damp moss.

### GOLDEN ACRE

COPENHAGEN MARKET (See account of strain tests below).

DANISH BALL HEAD (See account of strain tests below).

DANISH ROUNDHEAD

MARION MARKET

ENKHUIZEN GLORY (See account of strain tests below).

ALL HEAD EARLY

LATE FLAT DUTCH

SUCCESSION

RED DANISH STONEHEAD

SUREHEAD

MAMMOTH RED ROCK

EARLY FLAT DUTCH

DRUMHEAD SAVOY

### RE-ROOTED CABBAGE PLANTS

(Mass of fine, new roots grown on them.)

All Varieties per	1,000	\$2.00	300	\$1.25
	5,000	9.00	100	1.00
	500	1.50		

## CELERY PLANTS—Field Grown

CELERY PLANTS—Ready about July 1st to September 1st. 1,000,000 plants raised by heavy fertilization in rows 12 inches apart, and given clean cultivation. Strong, stocky plants. None but good, strong plants with heavy roots sent out. The plants are dug with forks, so that each plant has a good, big root system. They are worth more than the price asked. Some cheap things are good, but cheap celery plants are not satisfactory. Send a trial order for 500 or 1,000 of these plants.

### RE-ROOTED, FIELD-GROWN CELERY PLANTS

(Mass of fine, new roots grown on them.)

GOLDEN PLUME OR WONDERFUL

FRENCH GOLDEN SELF-BLEACHING (French Seed.)

EASY BLEACHING OR SANFORD SUPERB.

(We raised the first seed offered for sale of this strain for the Introducer—about 50 lbs.)

WINTER QUEEN, GOLDEN HEART

GIANT PASCAL (French Seed.)

All Varieties per	1,000	\$3.00	200	\$1.25
	500	2.00	100	1.00
	300	1.50		

NOTE—It was proved by the Maryland Experiment Station several years ago that Golden Self-Bleaching from French Seed does not become hollow stalked.

We have bought the originator's strain of French-grown Golden Self-Bleaching seed for many years and have never seen or heard of a hollow stalk from this strain.

We pay a high price for the seed, so have to ask a little more per 1,000 for the plants than are raised from cheap strains.

## GREEN SPROUTING BROCCOLI

Ready May 20th

1,000	\$2.50	300	\$1.30
5,000	11.00	200	1.20
500	1.50	100	1.00

One of our customers from South Jersey drove here with a truck for 60,000 broccoli plants.

## BET PLANTS—Ready June 1st

Early Egyptian, Early Wonder, Detroit Dark Red.

1,000	\$2.00	300	\$1.20
500	1.40	100	1.00

## LETTUCE PLANTS—Ready June 1st

1,000	\$2.00	300	\$1.20
500	1.40	100	1.00

## ONION PLANTS—Ready June 1st

Prizetaker, Yellow Danvers, Bermuda.

1,000	\$2.50	300	\$1.40
500	1.75	100	1.00

## PEPPER PLANTS—Ready June 10th

California Wonder.

1,000	\$3.00	300	\$1.40
500	1.75	100	1.00

## "VEGETABLE GARDEN"

We have mixed together twelve kinds of cabbage seed from the earliest to the latest, including a few seeds of Red and Savoy.

Four kinds of Cauliflower, early and late;

A few Brussels Sprouts,

A few Sprouting Broccoli.

Eighteen kinds altogether, and sowed to produce about equal numbers of the eighteen kinds of Cabbage, Cauliflower, Brussels Sprouts, Broccoli.

One hundred plants of this combination we call our "Vegetable Garden."

We sell one "Vegetable Garden" for \$1.00.

We sell two "Vegetable Gardens" for \$1.50.

We sell three "Vegetable Gardens" for \$2.00. if ordered sent together.

## COMMENTS ON VARIETIES

We tested for six years, side by side, in the field, for TONS PER ACRE, practically all the strains of Danish Ballhead and Copenhagen Market seed grown by the largest Danish seed growers, and at the end of the season have weighed up the cabbage from each strain and have imported the highest yielding strain of each.

We have been cabbage growers, as well as plant growers, for over 25 years, and we believe we grow the biggest crops that have ever been grown in New Jersey. We have raised 21 tons per acre.

The plants were set 2½x3 feet, and at the end of the season scales were taken to the field, the cabbage of each strain cut and weighed in the field.

The field had been marked out with a marker, making the rows of plants exactly 3 feet apart, and the plants set exactly 2½ feet in the row, so that every plant should have exactly the same space.

The fertilizer had been drilled in broadcast, with a fertilizer drill, across the rows, so that each strain should have exactly the same amount of fertilizer.

### GOLDEN ACRE

Our Golden Acre seed is bought from the originator of the variety.

### COPENHAGEN MARKET

Our Copenhagen Market is bought from the originator of the variety.

Clifton Springs, Ontario County, N. Y.

F. W. Rochelle & Sons.

Chester, New Jersey.

Please send me by mail at once, 2 lbs. Copenhagen Market, at \$4.00. Inclosed you will find check for same.

I got 80 tons market cabbage from 2 5-8 acres—measured acres. Best 1 ever raised.

Please send at once.

Yours truly,

### DANISH BALLHEAD

"Please send 4 pounds Danish Ballhead and 2 pounds of Copenhagen Market."

"I am having the best of luck with your seeds."

\_\_\_\_\_, Kendall, N. Y.

"I bought 2 pounds of your Danish Ballhead Cabbage seed last year and had a fine crop. The buyer said it was one of the best crops he had bought."

\_\_\_\_\_, Marcellus, N. Y.

"Two years ago I bought 2½ lbs. of seed of you and I had good plants and a good crop of cabbage, but last year I did not buy seed of you and I am ashamed to tell what happened."

\_\_\_\_\_, Phelps, N. Y.

### ENKHUIZEN GLORY, COPENHAGEN MARKET, DANISH ROUNDHEAD

"We have used your cabbage seeds for several years and think they are the best that we can get."

"From 4 acres of Glory we had 111 tons, and got \$9.00 a ton."

"Our total crop was 246 tons."

"Please send us:

"3 pounds Copenhagen Market,

"5 pounds EnkhuiZEN Glory,

"1 pound of Danish Roundhead."

\_\_\_\_\_, Lyons, N. Y.

### RED ROCK

"Please send me one pound of Red Rock cabbage seed. I had fine cabbage last year. They went 20 tons to the acre."

\_\_\_\_\_, Hilton, N. Y.

### CELERY PLANTS

For our Celery plants, like our Cabbage and Cauliflower plants, we buy the best seed we know, regardless of price.

### FRENCH GOLDEN SELF-BLEACHING

All of our Golden Self-Bleaching Celery plants are raised from French seed.

We have used this strain of seed for nearly twenty years.

All of our big crops of Golden Self-Bleaching Celery were raised from this strain of French-grown seed and we never saw a hollow stalk.

"I intend to order some Celery Plants later. Last season I got my Celery Plants from you and I won first money and the Blue Ribbon at the Columbia Harvest Home Fair, for the three best stalks, in competition with nine other exhibitors who also attend the Columbia Market regularly.

"Your Celery never showed a particle of rust and was bleached just right for the show."

\_\_\_\_\_, Maytown, Pa.

"For the last six years I have planted your Celery Plants and won't plant anything else."

\_\_\_\_\_, Gilbertsville, Pa.



## CABBAGE SEED TRIALS

A number of years ago we secured from the cabbage seed growers of Denmark 39 strains of Danish Ballhead Cabbage seed and tried all of them out in our field, side by side, where each strain had exactly the same conditions—the same distance apart, the same fertilizer and the same cultivation.

In the fall we took scales to the field and weighed the cabbage of each strain.

The different strains had the following average weight per head:

Row 7—6.34 lbs. per head	Row 18—5.35 lbs. per head
1—6.30 “ “ “	31—5.32 “ “ “
13—6.18 “ “ “	20—5.22 “ “ “
33—6.15 “ “ “	6—5.22 “ “ “
14—6.06 “ “ “	10—5.18 “ “ “
11—6.01 “ “ “	21—5.03 “ “ “
8—6.00 “ “ “	35—5.03 “ “ “
3—5.97 “ “ “	
32—5.86 “ “ “	Row 24—4.79 lbs. per head
17—5.74 “ “ “	28—4.77 “ “ “
Average—6.06 lbs. per head	38—4.71 “ “ “
Row 30—5.72 lbs. per head	29—4.43 “ “ “
12—5.62 “ “ “	5—4.26 “ “ “
2—5.57 “ “ “	36—4.25 “ “ “
25—5.51 “ “ “	22—4.22 “ “ “
37—5.42 “ “ “	28—4.65 “ “ “
19—5.37 “ “ “	39—4.00 “ “ “
16—5.35 “ “ “	34—3.61 “ “ “
	Average—4.31 lbs. per head.

The 10 best strains averaged 6.06 lbs. per head.

The 10 poorest strains averaged 4.31 lbs. per head.

The 10 best strains produced an average of 40% more cabbage than the 10 poorest strains.

Which shows how important it is to plant only the best seed. A poor strain of seed may prevent any profit on the crop.

The same is true of other kinds of cabbage seed and of cauliflower, Brussels sprouts, broccoli, celery, tomato and other seeds.

Buying cheap seeds or plants may result in working a whole season without profit.

## PLANT DISEASES

In sections where cabbage, cauliflower and sprouts are raised in large quantities, year after year, different diseases and insects appear.

We are in a grain and hay farming section.

No large fields of truck are raised in this section.

But, to keep our plants free from diseases of any kind, we have moved to new farm or tracts of land twenty-two times in thirty-five years.

We thus keep our plants free from disease.

We could raise cheaper plants by buying cheaper seeds, raising the plants year after year on the same plant farm, and doing all of the other things that make plants cheap.

But we do not think people want cheap plants.

We think they want the best plants that can be raised, so we go to every expense to make them the best.

When plants are offered cheap it can be known that they are like a cheap horse or a cheap suit of clothes, they may look pretty good, but there is something the matter with them.

They cannot be raised cheap if every precaution is taken with them so they will produce a big crop and not get disease.

## IT'S ALL IN THE SEED

“Your plants head up better than any I am able to raise from the seed.

“Last year your price list was late in reaching me, so I bought 1,000 plants from another firm.

“They didn't start good, so when your list came I got 1,000 from you.

“I did not get 100 heads from the first lot of plants, but the plants you shipped me headed better than 95 per cent. HARD HEADS, though it was very dry.

“The plants were set side by side.”

F. G. BURNELL, St. Albans, Vermont.

“Please send me for the amount (\$5.00) Re-rooted Succession Cabbage plants.

“The last 3,000 were fine, and the last 4,000 Succession I had from you done so good and beat them all that I decided to have nothing but YOUR SUCCESSION for this year.”—Otto Bochus, Bristol, Conn.

“I purchased several thousand cabbage and cauliflower plants from you last season and I must say they were the best ever.”

J. M. Brightside, Market Garden, Port Jervis, N. Y.

“I have had the greatest satisfaction with your plants so will try your seed.”

E. B. E., Jamesville, N. Y.

“Your cabbage and cauliflower were No. 1.

“I thank you very much for prompt delivery.

“Please send me by return post 1,000 Re-rooted Cauliflower plants.”

J. H. D., Plattsburg, N. Y.

“Two years ago I got cabbage seed from three different places. I paid \$5.00 for one-half pound of seed. While all seed was quite good, I had the best cabbage from your seed and the poorest from the \$10.00 per pound seed.”

\_\_\_\_\_, La Fayette, N. Y.

“Last year we got red seed of you and was so pleased with the seed.”

“They grew fine and was as fine a piece of cabbage as was around Sherburne.”

“We sold the red for \$30.00 per ton.”

\_\_\_\_\_, Sherburne, N. Y.

“Buyers said that I had the nicest cabbage that went to market.”

\_\_\_\_\_, Barker, N. Y.

“I wish to thank you for the fine cabbage plants you sent me. They sold for \$512. They were the finest plants I ever set.”

\_\_\_\_\_, Rehoboth, Mass.

We try to ship only honest plants.

Honest plants are not only plants that look good when you get them.

You may get nice looking plants, but plants that will not produce hard heads, or only part of them head up.

THEY ARE NOT HONEST PLANTS.

YOU EXPECTED TO GET HEADS.

If you do not get them you are cheated.

Some strains of seed have been bred up until they will produce practically all Hard Heads, and the biggest of their kind.

Plant growers to be honest must try to find this seed and pay for it, and not plant the cheap kinds.

They can do it by taking the time and going to the expense of getting acquainted with practically all the seed growers in the world, testing their seeds, side by side, and buying only the HONEST ones.

It takes years to do this and much expense, but that is the only way.

The only way to insure a BIG CROP is to require of the plant grower EVIDENCE that he has tested about all the strains of seed grown and bought the HEAVIEST PRODUCING STRAINS only.

## THIRTY-FIVE YEARS

For thirty-five years we have devoted ourselves almost exclusively to raising five kinds of plants, testing five kinds of seeds, and growing the five kinds of truck from the plants—Cabbage, Cauliflower, Brussels Sprouts, Tomatoes and Celery.

We have sometimes harvested 6 acres of Danish Cabbage and have harvested 21 tons per acre.

We have sold \$645 worth of Celery from three-fourths of an acre, \$562.89 worth of tomatoes from 786 plants, \$140.42 from 148 plants and raised as fine Cauliflower as can be grown.

We have sold millions of cabbage plants in a season to the large cabbage growers of New York State.

Have received orders for 550,000 Snowball Cauliflower plants IN ONE DAY from the Cauliflower growers of the Long Island Cauliflower Association or their neighbors.

We have raised large quantities of Cauliflower plants for members of the Long Island Cauliflower Association from their seed.

Have had men drive here with automobile trucks from other States to get truck loads of our Cauliflower and Celery plants.

Have raised large quantities of cabbage plants for the cabbage SEED growers of Long Island from which to grow seed.

Have raised fields of celery seed for seedmen.

Have kept up a correspondence for many years with the largest growers of cauliflower, cabbage and celery seed in the world, and tested their strains of seed, side by side, in our fields.

The results of this is that we know about every place where the finest seeds are grown and every grower who grows them, and we know nearly all the places where poor seeds are grown and the growers of poor seeds, so we can hardly be cheated.

We can get the best strains of seed there are because we have spent most of thirty-five years in growing and testing these five things.

Pretensions do not take with us.

The question is, will their strain of seed produce BIG CROPS.

We do not ask the seed growers whether their seed will produce big crops.

We try their seed for ourselves, side by side, then we know whether they will.

We buy all the seeds for our plants with the one idea in mind—BIG CROPS and GOOD QUALITY.

Whatever grower has bred up seed that will produce BIG CROPS and GOOD QUALITY, we buy it.

Many of the big seed growers of Denmark, Holland and France send men to this country to sell their seeds.

They come to see us.

We are glad to see them and talk with them, but their talk sells no seeds.

It is the weighing up of the crop that their seeds has produced IN OUR FIELDS that gets the order or does not get it.

Fine looking cabbage and cauliflower plants can be bought from many dealers in plants, but fine looking plants do not always produce BIG HEADS.

Like produces like.

If the plants are grown from heavy yielding strains of seed you will get a BIG YIELD.

If the plants were grown from light yielding strains of seed you will get a light crop.

But BIG CROPS SEEDS are the kind we buy and no other.

Every one that buys our plants can count on getting these five things:

1. The results of working all the time for thirty-five years with five kinds of plants.
2. The BIGGEST CROP that any seeds of these five kinds of vegetables will produce.
3. As good plants as we can raise.
4. As careful packing as we can do to get the plants to you in good order.
5. Reasonable prices for the work we do on the plants.

### PARCELS POST, OR EXPRESS

We ship plants either by Parcels Post or Express, as ordered.

### NON-WARRANTY

While we endeavor to have all plants true to name, carefully packed and promptly shipped, in common with all seed and plant growers, we give no warranty, expressed or implied, as to description, quality, productiveness, or of any other matter of any of the plants or seeds we send out, and will not in any way be responsible for the crop.

All orders accepted subject to plants being sold.

Every order received will be accepted upon these conditions only, and they must be accepted by the customer when ordering.

NO BUSINESS DONE ON SUNDAY.—We do no business on Sunday or consider it in any way.

# F. W. ROCHELLE & SONS, CHESTER, NEW JERSEY